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PATENT

Attorney Docket No. AMAZON.043A  
Date: March 2, 2000  
Page 1



ASSISTANT COMMISSIONER FOR PATENTS  
WASHINGTON, D.C. 20231

ATTENTION: BOX PATENT APPLICATION

Sir:

Transmitted herewith for filing is the patent application of

Inventor: **Richard Brinkerhoff**

For: **METHODS AND SYSTEMS OF OBTAINING CONSUMER REVIEWS**

Enclosed are the following documents:

- (X) 6 sheets of drawings.
- (X) Recordation form cover sheet with 1-page assignment;
- (X) A power of attorney form and copy of assignment;
- (X) Initial signed declaration by inventor(s);
- (X) A check in the amount of \$1,224.00 to cover the filing fee.
- (X) A check in the amount of \$40.00 to cover the assignment recording fee; and
- (X) A return prepaid postcard.

10542 U.S. PTO  
09/517043



CLAIMS AS FILED

FOR	NUMBER FILED	NUMBER EXTRA	RATE	FEE
Basic Fee			\$690	\$690
Total Claims	41 - 20 =	21 x	\$18	\$378
Independent Claims	5 - 3 =	2 x	\$78	\$156
If application contains any multiple dependent claims(s), then add			\$260	\$0
<b>TOTAL FILING FEE</b>			<b>\$1,224.00</b>	

The Commissioner is hereby authorized to charge any additional fees which may be required, now or in the future, or credit any overpayment to Account No. 11-1410. A duplicate copy of this sheet is enclosed.

Please use Customer No. 20,995 for the correspondence address.

Ronald J. Schoenbaum  
Registration No. 38,297  
Attorney of Record

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(949) 760-0404 FAX (949) 760-9502

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Richard Brinkerhoff )  
App. No. : UNKNOWN )  
Filed : HEREWITH )  
For : METHODS AND SYSTEMS OF )  
 OBTAINING CONSUMER REVIEWS )  
Examiner : UNKNOWN )

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ESTABLISHMENT OF RIGHT OF ASSIGNEE TO TAKE ACTION  
AND  
REVOCATION AND POWER OF ATTORNEY

Assistant Commissioner for Patents  
Washington, D.C. 20231

Dear Sir:

The undersigned is empowered to act on behalf of the assignee below (the "Assignee"). A true copy of the original Assignment of the above-captioned application from the inventor(s) to the Assignee is attached hereto. This Assignment represents the entire chain of title of this invention from the Inventor(s) to the Assignee.

I declare that all statements made herein are true, and that all statements made upon information and belief are believed to be true, and further, that these statements were made with the knowledge that willful, false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. § 1001, and that willful, false statements may jeopardize the validity of the application, or any patent issuing thereon.

The undersigned hereby revokes any previous powers of attorney in the subject application, and hereby appoints the registrants of Knobbe, Martens, Olson & Bear, LLP, 620 Newport Center Drive, Sixteenth Floor, Newport Beach, California 92660, Telephone (949) 760-0404, Customer No. 20,995, as its attorneys with full power of substitution and

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Filed : HEREWITH

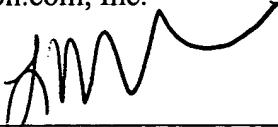
revocation to prosecute this application and to transact all business in the U.S. Patent and Trademark Office connected herewith. This appointment is to be to the exclusion of the inventor(s) and his attorney(s) in accordance with the provisions of 37 C.F.R. § 3.71.

Please use **Customer No. 20,995** for all communications.

Dated: 2-22-00

Amazon.com, Inc.

By:

  
Michelle Wilson

Title: Vice President and General Counsel

Address: 1200 12th Avenue South, Suite 1200  
Seattle, Washington 98144

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## PATENT, TRADEMARK AND COPYRIGHT CAUSES

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\*\*\* U.S. PATENT AGENT

Assistant Commissioner for Patents  
Washington, D.C. 20231

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**Attorney Docket No. :** AMAZON.043A

**Applicant :** Richard Brinkerhoff

**For :** METHODS AND SYSTEMS OF OBTAINING  
CONSUMER REVIEWS

**Attorney :** Ronald J. Schoenbaum

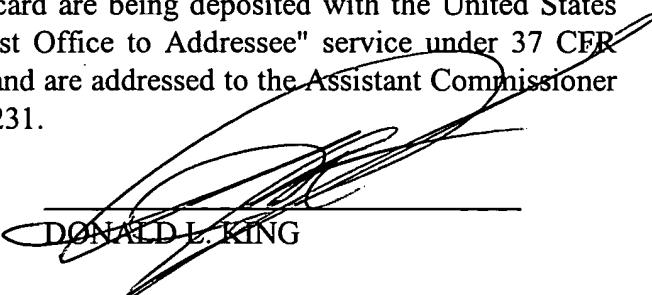
**"Express Mail"**

**Mailing Label No. :** EL207459984US

**Date of Deposit :** March 2, 2000

I hereby certify that the accompanying

Transmittal in Duplicate; Specification in 22 pages; 6 sheets of drawings;  
Declaration by Inventor in 1 page; Recordation Form Cover Sheet and  
Assignment in 2 pages; Power of Attorney by Assignee in 2 pages; Checks for  
Filing Fees; Return Prepaid Postcard are being deposited with the United States  
Postal Service "Express Mail Post Office to Addressee" service under 37 CFR  
1.10 on the date indicated above and are addressed to the Assistant Commissioner  
for Patents, Washington, D.C. 20231.



DONALD L. KING

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